

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In an Internet TV having a display screen and being capable of Internet access and receiving TV broadcast signals, a method ~~for~~ of receiving information for displaying on the display screen from an information service provider, the method comprising:
 - (a) transmitting an authentication request message to an information provider server requesting authentication for receiving information during a first session;
 - (b) receiving a message from the server requesting an authentication number;
 - (c) if the Internet TV is in a default state, requesting the information provider server to search for the authentication number corresponding to the Internet TV from a database of the information provider server, providing the information provider server with user information requested by the information provider server, and receiving the authentication number from the information provider server to store in a memory device;
 - ~~(c)~~(d) if the Internet TV is not in a default state and the authentication number is available in a memory device of the Internet TV, transmitting the authentication number to the information provider server so that the information provider server checks validity of the authentication number;

~~(d)~~(e) if the Internet TV is not in the default state but the authentication number is not available in the memory device, registering a user with the information provider server, and receiving a new authentication number to store in the memory device;

~~(e)~~(f) receiving information from the information provider server to display on the display screen and logging out to complete the first session; and

~~(f)~~(g) transmitting the authentication request message to the information provider server requesting authorization for a second session, and, in response to a request from the information provider server, transmitting the authentication number stored in the memory device to the information provider server so that the information provider server checks the validity of the authentication number, and receiving information from the information provider server to display on the display screen during the second session.

2-24. (Cancelled)

25. (Previously Presented) The method of claim 1, wherein the new authentication number is at least one of a model name a manufacturing year, or a manufacturing month of the Internet TV.

26-27. (Cancelled)

28. (Currently Amended) In an Internet TV having a display screen and being capable of Internet access and receiving TV broadcast signals, a method for receiving information for displaying on the display screen from an information provider server, comprising:

~~(a)~~ transmitting an authentication request message to the information provider server requesting authentication for receiving information;

~~(b)~~ receiving a message from the information provider server requesting an authentication number;

if the Internet TV is in a default state, requesting the information provider server to search for the authentication number corresponding to the Internet TV from a database of the information provider server, and receiving the authentication number from the information provider server to store in a memory device;

~~(c)~~ if the Internet TV is not in the default state and the authentication number is available in a the memory device of the Internet TV, automatically transmitting the authentication number to the information provider server so that the information provider server checks validity of the authentication number;

~~(d)~~ if the Internet TV is not in the default state but the authentication number is not available in the memory device, registering a user with the information provider server and receiving a new authentication number to store in the memory device;

~~(e)~~ receiving the information from the information provider server to display on the

display screen and logging out from the information provider server; and

~~(f)~~ transmitting the authentication request message to the information provider server, and automatically reading out the authentication number from the memory device to transmit to the information provider server so that the information provider server checks the validity of the authentication number, and receiving ~~the information from the information provider server to~~ display on the display screen.

29. (Cancelled)

30. (Previously Presented) The method of claim 28, wherein the new authentication number is a combination of a model name, a manufacturing year, and a manufacturing month of the Internet TV.

31. (Currently Amended) An Internet TV apparatus, comprising:

- a display screen configured to display information;
- a processor configured to perform a plurality of operations;
- a modem configured to support at least one of a cable connection, an asymmetric digital subscriber line (ADSL) connection, a phone line connection, or a local area network (LAN) connection to access a server that provides moving picture services and text information to allow

Internet access and reception of television broadcasts; and

a memory configured to store information including at least one authentication number that is used to access to the server, the authentication number including product identification and product manufacturing information of the Internet TV apparatus, wherein the processor, the modem and the memory cooperate to automatically access the server without a user login procedure requiring user interaction via the display screen for user authentication, such that access to the server is achieved through an access procedure and a re-access procedure, wherein the access procedure comprises:

sending, to the server, an access request message;

receiving, from the server, a request for an authentication number;

if the Internet TV is in a default state, requesting the information provider server to search for the authentication number corresponding to the Internet TV from a database of the information provider server, and receiving the authentication number from the information provider server to store in a memory device;

sending, to the server, the requested authentication number retrieved from the memory if the authentication number is available in the memory; and

receiving, from the server, information that is then decoded and displayed on the display screen if the authentication number results in successful authentication of the Internet TV apparatus; and wherein the re-access procedure comprises:

sending, to the server, another access request message;

receiving, from the server, another request for an authentication number;

sending, to the server, the same authentication number previously used in the access procedure that resulted in successful authentication of the Internet TV apparatus; and

receiving, from the server, information that is then decoded and displayed on the display screen.

32. (New) In an Internet TV having a display screen and being capable of Internet access and receiving TV broadcast signals, a method of receiving information for displaying on the display screen from an information provider server, the method comprising:

trying to access the information provider server;

determining whether the Internet TV is in a default state;

if the Internet TV is in the default state, requesting the information provider server to search for the authentication number of the Internet TV from a database of the information provider server, and receiving the authentication number from the information provider server to store in a memory device;

if the Internet TV is not in the default state, transmitting the authentication number to the information provider server so that the information provider server checks validity of the authentication number;

receiving information from the information provider server to display on the display

screen and completing a connection to the information providing server; and

trying to re-access the information provider server, automatically transmitting the authentication number stored in the memory device to the information provider server so that the information provider server checks the validity of the authentication number, and receiving information from the information provider server to display on the display screen.

33. (New) An Internet TV apparatus, comprising:

a display screen configured to display information;

a processor configured to perform various operations;

a modem device configured to support at least one of a cable connection, an asymmetric digital subscriber line (ADSL) connection, a phone line connection, and a local area network (LAN) connection to access a server that provides moving picture services and text information to allow Internet access and reception of television broadcasts; and

a memory configured to store information including at least one authentication number that is used to access to the server, the authentication number including product identification and product manufacturing information of the Internet TV apparatus, the processor, the modem device and the memory cooperating to automatically access the server, by avoiding a user login procedure requiring user interaction via the display screen for user authentication, such that

access to the server is achieved through an access procedure and a re-access procedure, the access procedure comprising:

determining whether the Internet TV apparatus is in a default state;

if the Internet TV apparatus is in the default state, requesting the server to search for the authentication number of the Internet TV from a database of the server, and receiving the authentication number from the server to store in the memory;

if the Internet TV apparatus is not in the default state, transmitting the authentication number retrieved from the memory to the server so that the information provider server checks validity of the authentication number;

receiving, from the server, information that is then decoded and displayed on the display screen if the authentication number results in successful authentication of the Internet TV apparatus; and

the re-access procedure comprising:

determining whether the Internet TV is in the default state;

automatically sending, to the server, the same authentication number previously used in the access procedure that resulted in successful authentication of the Internet TV apparatus, and

receiving, from the server, information that is then decoded and displayed on the display screen.